

Writing Courteous, Effective Texts and Replies



When texting contacts and clients, having the right words and responses at your fingertips is vital because your meaning can sometimes be subject to interpretation. Reach out the right way when you send text messages, so that customers are clear and confident in your intent — and your professionalism.

Texting etiquette

- Don't use text messages for every communication — a phone call is often the better choice.
- Keep your texts short, but avoid one-word responses.
- Be sure to correct any typos before you send your text.
- Avoid using too many abbreviations for the sake of speed — even ones that are now part of the standard texting lexicon, like LOL (laugh out loud), LMK (let me know), or OMW (on my way).
- If you text someone for the first time — or you're not sure they remember you — include your name in your text message.
- Don't text bad news. For example: you were outbid, the seller fell through, etc.
- Avoid texting anything confidential, proprietary, private, or potentially embarrassing to you or the recipient.
- Don't assume that it's okay to loop your client into a group text or add someone to your conversation.

Tips for fast and easy texts

- If you have messages that you use repeatedly in texts — for example, “I'll talk to you soon” or “Please call me when you get this,” use your phone's Notes app to quickly copy and paste these messages and send them.
- Use voice dictation to quickly create a text message. Just be sure to correct any misinterpretations before you press Send.
- If you often send URLs in your text messages — for example, links to your website, a listing, or a market report — save space by using shortened links generated through a service like Bitly or TinyURL.

Writing courteous texts

You're with a client

Hi [contact name]! I'm with a client.
May I reach you at this number in the next
5 minutes?

You're being stood up

Hi, [contact name]. I'm at the [meeting
location]. Are we still on for [time]?

You're running late

Hi [contact name]. Apologies, I'm running 5
minutes late. Can you still meet?

You can't make it

Hi [contact name]. Apologies, I need to
reschedule. Are you free tomorrow?

You've got news

Hi, [contact name]. I've got the [buyer's/
seller's] response. Can I call you in 5 minutes?

You need an immediate decision

Hi, [contact name]. I've got the [buyer's/
seller's] response and I think we should act
on it. Are you free to talk?

Writing effective replies

I like this home on 130 5th Ave. When can we take a look?

Hi, [contact name]. I'll be free in about an hour. Does that work for you?

I'm on my way to meet you, but I need the address.

Hi [contact name], it's [address]. Let me know if you need directions and I'll call you.

Where are you?

Hi, [contact name]. I'm on my way. Should be there in 10 minutes.

[incoming lead requesting information]

Hi! This is [your name] from [brokerage]. Thanks for reaching out on StreetEasy. Do you have a second to chat?

How much is this house?

Hi [contact name]. Glad you like that one! I have the list price, can I call you?



68% of homebuyers consider it important that their agent communicates via text message.¹



Using automated responses

Nobody likes to receive canned messages, but they can be handy when you're otherwise occupied. With automated responses, senders get an immediate reply that assures them you'll personally respond as soon as you can.

You're with a client

Thanks for contacting me! I'm with a client and will return your message ASAP. Is this a good number to reach you within the next 5 minutes?

You're out of the office

Thanks for contacting me! I'm currently out of the office until [date]. Please text or call my assistant [name] at [XXX-XXX-XXXX].

It's the middle of the night

Thanks for contacting me! It's currently outside my normal hours, so I will return your message around [time].